

AMENDMENTS TO THE SPECIFICATION

Please amend the Title of the application as follows:

MERCHANDISER TRACKING AND MARKETING DATA COLLECTIONS
COLLECTION SYSTEM AND METHOD

Please amend the Abstract of the application as follows:

A marketing data collection system for collecting marketing data pertaining to a merchandiser at a target location having at least one display and transferring the marketing data to a data center. The system comprises a target location identifier code located at the target location; and a portable storage device including a code reader for reading and storing the target location identifier code and a data output device for transferring the target location identifier code to the data center. The system may include a token into which the target location identifier code is embodied. ~~The token may comprise a magnetic strip, a magnetic bar code, an optical bar code, and the like. The portable storage device may include a clock for recording and storing a time at which the target location identifier code is inputted into the portable storage device.~~

———The portable storage device preferably records and stores the date and time at which the merchandiser arrives at and departs from each target location, as well as individual product displays at each target location. ~~The data output device may include a modem, an infrared output device, connection circuitry for connection to a telecommunication network, connection circuitry for connection to a cellular telecommunication network, and the like.~~